



[home](#) [products](#) [solutions](#) [case histories](#) [about us](#) [contacts](#)



gini Myt mix P la gidi

Italy - All Blacks: a Bluetooth Marketing campaign in San Siro.

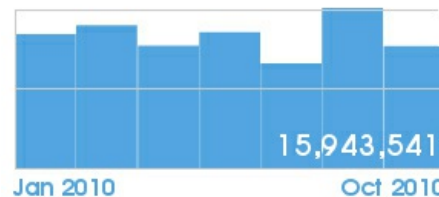
[Show/Hide](#)

[News archive](#)



Proximity Marketing is a type of Relationship Marketing and it is one of the most innovative tools for creating user engagement **at the right place and time**. Using **Bluetooth, Wi-Fi** and **NFC** technology it is possible to deliver rich-media content files directly to mobile phones located in a particular area. Including the **most recent Smartphones (iPhone, Android and BlackBerry phones)**. Proximity Marketing is based on a simple and intuitive mechanism: once the access point is installed in a particular area, it starts looking for mobile phones with Bluetooth switched on and when one is found it asks permission to deliver multimedia content related to the advertising action. Apple **iPhone** owners can enjoy streaming multimedia content by connecting to the **Wi-Fi** signal of our access point.

Unique handsets detected



Content on this page requires a newer version of Adobe Flash Player.



[Learn more](#)